

FOR IMMEDIATE RELEASE  
DATE: July 30, 2009

FOR ADDITIONAL INFORMATION,  
CONTACT: Collette Coyne, MBS  
631-851-5073

## **MBS Announces Vendor Partnership with the Tessitura Network**

Central Islip, NY - July 30, 2009 - MBS, a leading provider of advanced database and interactive marketing solutions, has announced the formation of a strategic vendor alliance with the Tessitura Network, Inc., a unique not-for-profit company that provides technology and services solutions for over 290 arts and cultural organizations worldwide.

MBS will serve as Tessitura Network's preferred vendor partner for Telephone Data Append and Address Hygiene services, including NCOA<sup>Link</sup>®, LACS<sup>Link</sup>®, and DPV<sup>®</sup>, and provide members a streamlined process for accessing these services.

These Address Hygiene offerings will optimize Tessitura Network's members' mailing files, enabling them to improve postal deliverability and ensuring that their mailings comply with the USPS' "95 Day" Move Update regulation requirements. In addition, Tessitura Network members who use MBS' Address Hygiene services can also submit their files for Telephone Data Append services in order to improve telemarketing productivity and effectiveness.

Lissa Napolillo, President of MBS, said "We are excited to offer Tessitura Network members the tools to make their communications cost efficient and USPS<sup>®</sup> compliant. We have long supported the arts and are glad to have this opportunity to work with the prestigious organizations that utilize Tessitura Software through our relationship with Tessitura Network."

Jack Rubin, President of the Tessitura Network, indicates "In v9.0 of Tessitura Software we are pleased to include Tessitura's NCOP Processing Utility. Coupled with MBS' Address Hygiene services, this can optimize the address data for our users and ensure their mailings comply with the United States Postal Services' requirements. This utility takes several steps out of this process and enables easier compliance for our member organizations."

### **About MBS**

MBS, a division of World Marketing, offers a range of outsourced direct marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and ecommerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel luxury retailers, including: Tiffany & Co., David Yurman Designs, Bloomingdale's, and Brooks Brothers. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit <http://www.mbsinsight.com>.

### **About World Marketing**

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communications. For additional information visit [www.worldmarkinc.com](http://www.worldmarkinc.com).

### **About Tessitura Software® and the Tessitura Network, Inc.**

Tessitura Software® is enterprise software that enables an integrated approach to “constituent management” for arts and cultural organizations. Using a single database, the system empowers the user organization to record, track, and manage all contacts. Tessitura includes ticketing, fundraising, CRM, marketing, reporting and analysis, subscriptions, membership functionality, and full no-fee internet capability. Promotions, solicitations and campaigns can be highly targeted and conducted in a cost-efficient manner. A key benefit of the system is its ability for relationship managers to have a full view of each constituent - their history, preferences and all contacts with the organization. Over 290 organizations use Tessitura in Australia, Canada, Ireland, New Zealand, United Kingdom and the United States. Tessitura Software® is fully PCI (PA-DSS) Certified. The license granted is perpetual and includes an unlimited number of users for each license holder.

The Tessitura Network, Inc. is a nonprofit company established to further enhance Tessitura Software® over time and to provide ongoing support, consulting and community services for Tessitura licensees. A global Tessitura Network, Inc. team provides these services. Licensees become “members” of the Tessitura Network once they start using Tessitura to process transactions for their organization. For additional information visit [www.tessituranetwork.com](http://www.tessituranetwork.com)